

# FAKE NEWS

HOW HAS THE CONCEPT OF FAKE NEWS ALTERED THE PUBLIC DISCOURSE OF INEQUALITY?

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ASSIGNMENT 3.

ECED7001. MA EQUITY AND DIVERSITY.

POLITICAL INFLUENCES ON EQUALITY AND DIVERSITY.



Scholarlykitchen.sspnet.org/wp-content/uploads/2016/11/istock\_1975799\_medium.jpg(accessed 23.11.22)

# What is fake news?

- ▶ MISINFORMATION :
  - ▶ False or inaccurate information which is deliberately intended to deceive.
- ▶ DISINFORMATION:
  - ▶ False information which is intended to mislead, especially propaganda issued by the government or the media.



Farm66.staticflickr.com/65535/48977144246\_e692ed0f13\_b.jpg9accessed 29.11.22).

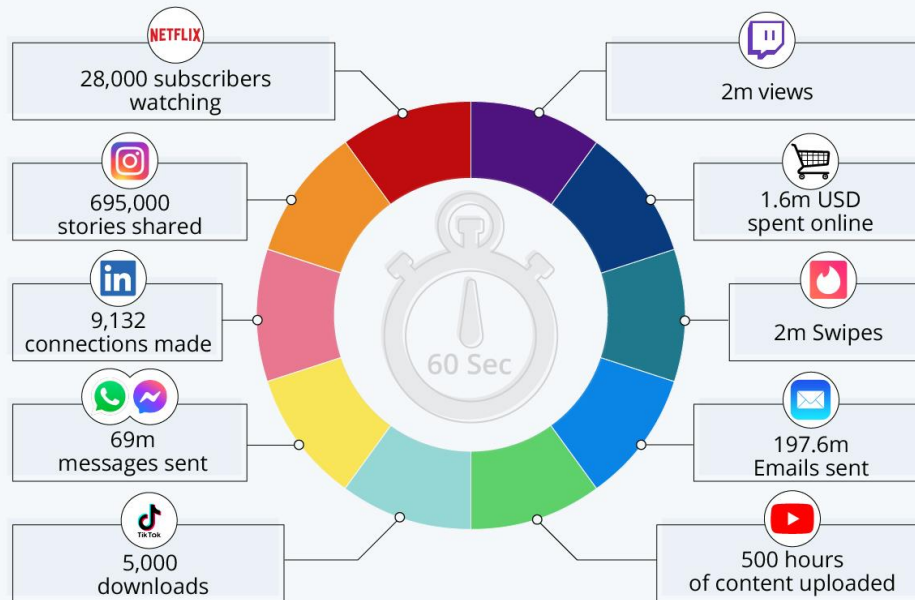
[Internetmatters.org/issues/fake-news-and-misinformation-advice-hub/learn-about-fake-news-to-support-children](https://internetmatters.org/issues/fake-news-and-misinformation-advice-hub/learn-about-fake-news-to-support-children) (2022). (accessed 29.11.22).

# Who contributes to fake news ?

- ▶ Politicians.
- ▶ Journalists.
- ▶ Social media.
- ▶ Influencers.
- ▶ Humans.
- ▶ Bots (A.I)created by people.
- ▶ Algorithms.
- ▶ Cookies, likes, shares, hashtags.

## A Minute on the Internet in 2021

Estimated amount of data created  
on the internet in one minute



Source: Lori Lewis via AllAccess

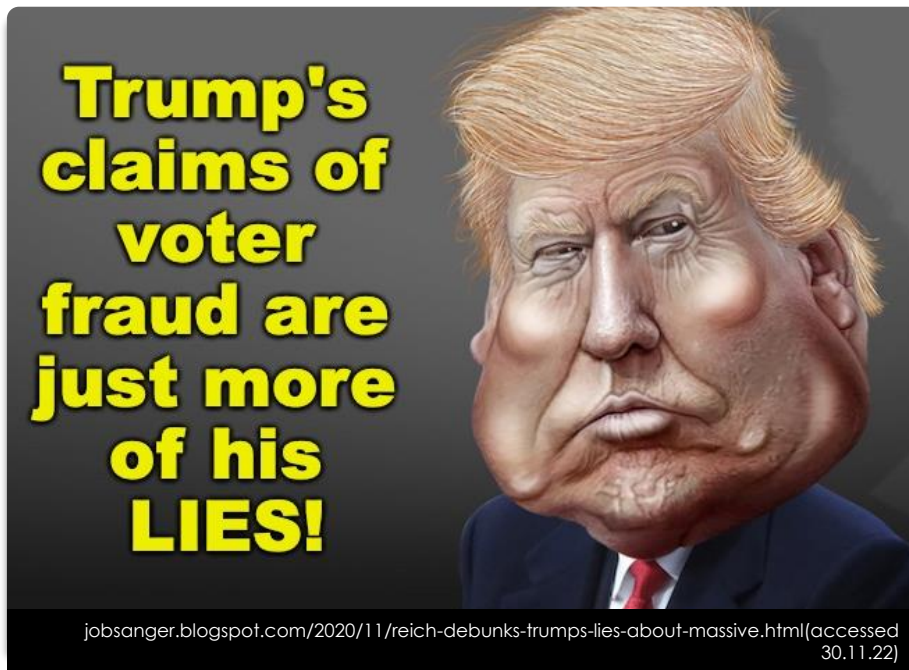


statista

# A MINUTE ON THE INTERNET (2021).

[Cdn.statcdn.com/Infographic/images/normal/25443.jpeg\(2021\)](https://cdn.statcdn.com/Infographic/images/normal/25443.jpeg(2021)). Accessed (29.11.22)

# Fake news examples.



Donald trump was reported to have made up 100 lies over 6 months according to the new York times (2017).

‘A pathological liar one and of the most powerful figures on earth’, Hannan (2018).

# EXAMPLES

- ▶ Barrack Obama can't stand Britain
- ▶ 75% of British laws were designed by the European union
- ▶ EU costs Britain £350 million each week

Hannan (2018).



[Humour-ugb.blogspot.com/2016/06/patata-bollente.html](http://Humour-ugb.blogspot.com/2016/06/patata-bollente.html)(accessed 30.11.22)

# POST TRUTH.

- ▶ Appeals to emotion rather than fact.
- ▶ Persuasive strategies.
- ▶ Populist-appeals to popular opinion.
- ▶ Agnotology -The study of culturally induced ignorance or doubt.
- ▶ Homophily- birds of a feather stick together.
- ▶ People with similar agenda, interests, views.
- ▶ Receiving information without challenging it.

Talwar *et al* (2019) Vosoughi *et al* (2018)

# How does fake news effect inequality?

Unequal access to learning recourses.

Uneven access to facts or truth (however one may interpret that truth dependant upon one's opinion)

The privileged have unrestricted access to internet access while marginalised communities have not.

Unequal education system throughout society.

# GENERATES...

Economic inequality.

Segregation throughout society.

Public are informed through fake social media accounts, media outlets and word of mouth to friends.

Chinese whispers throughout communities.

# Implications For Human Rights

- ▶ A Right to a free and fair election
- ▶ A Right to informed healthcare
- ▶ A right to non- discrimination



Human-rights-2.jpg (900×675) (wp.com) image (accessed 30.11.22)



## Threats...

- ▶ The threat to freedom of expression.
- ▶ The threat to reality and truth.
- ▶ The threat to intersectionality.
- ▶ The threat to the politics of recognition.

Helm and Nasu (2021).

# 2022 CODE OF PRACTICE ON DISINFORMATION

- ▶ Demonetisation
- ▶ Transparency of political advertising
- ▶ Ensuring integrity of services
- ▶ Empowering users
- ▶ Empowering researchers
- ▶ Empowering the fact checking community
- ▶ Transparency centre and task force
- ▶ Strengthened monitoring.

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